

**TOWN OF WESTON  
MARKETING & COMMUNICATIONS ADVISORY COMMITTEE  
MEETING**

Monday, February 10, 2020

7:30 p.m.

Town Hall Meeting Room

**AGENDA**

1. Call to order
2. Approval of minutes from January 15, 2020 meeting.
3. Introduction of new member of the Committee--Leslie Riback.
4. Committee goals: Follow up discussion about the committee's goals, deliverables and important deadlines. Target areas: Completion of real estate presentation; continued promotion of town events/key meetings/happenings/accolades; content creation for the relaunched website and a community outreach plan
5. Update on town website relaunch, content creation goals. Formation of subgroup.
6. Real Estate Marketing Presentation: Digital version template discussion, video component, etc. Formation of sub-group.
7. Compilation and housing of all Committee digital assets (photos, video, presentations)
8. Old Business
9. New Business

Cc: MCAC Members

Christopher Spaulding, First Selectman

Jonathan Luiz, Town Administrator